"MEET IVY"

REPORT ON OPERATIONS

IN THE

NEWS, SPORTS, AND CONTINUITY

DEPARTMENTS

Ideal
DUPLICATOR
MADE IN U.S.A.

Prepared for:

IVY NETWORK CONVENTION

May 7-9, 1954

WVBR, Ithaca, N. Y.

By:

Stephen Wasser and

Bruce Baker

WXPN

University of Pennsylvania

WXPN ORGANIZATION

STATION MANAGER: Gary Newman (Term e xpires June, 1954. Station Manager-elect: Fred Conyers.)

ADMINISTRATIVE DEPARTMENT: Stephen Wasser, Office Manager
Sara Levinson, Heeling Coordinator

PROGRAM DIRECTOR: Philip Shandler

PROGRAM BOARD: Stephen Lipton, Chief Announcer
H. David Morrow, Chief Engineer
Lois Savitch, Production Dire ctor
David Heskins, Music Director
Morton Maser, Sports Dire ctor
Bruce Baker, Traffic Director
Norman Finberg, News and Special Events Director

BUSINESS MANAGER: Dean Vlahides

BUSINESS BOARD:
Marsha Frumer, Commercial Copy Dire ctor
Ted Thomte, Audience Research Director
Charles Potter, Publicity Director

TECHNICAL DIRECTOR: J. Bradley Fuller

TECHNICAL DEPARTMENT: Gerald D. Kaplan, Chief Audio Tech'n

May 8, 1954

TO THE OFFICERS AND MEMBERS OF THE IVY NETWORK:

On the following pages you will find the report compiled by WXPN for this Convention.

We wish to take this opportunity to thank the many individuals who rendered invaluable aid in this project. Although the complete list would be too long to include the following are worthy of mention at this time:

WHRB - Harvard, Jeff Kalms, Jim Hoagland; WBRU - Brown, Richard L. Thompson; WPRU - Princeton, Bob Magnus, Carl Peterson, Robert B. Yegge; WVBR - Cornell, Bill Gratz, Joan Towey; WDBS - Dartmouth, John Van de Kamp, Martin Aronson; WYBC - Yale, Theodore E. Calleton; WXPN - Pennsylvania, Philip Shandler, Mort Maser, Ira Tiger, Norman Finberg, Thomas Simonton.

Additional copies of this report are available on request.

Respectfully submitted,

RADIO STATION WXPN

Stephen Wasser Bruce Baker

Stephen Wasser
Office Manager

Bruce Baker
Traffic Director

NEWS DEPARTMENT OPERATIONS - THE IVY NETWORK

STATION	POSITION IN STATION STRUCTURE	PREPARATION OF NEWS	SOURCES OF NEWS	FREQUENCY AND LENGTH OF BROADCASTS
WBRU	News Director and Assistant under Program Director	announcers + News Director	United Press and school daily	15 - 5 min. daily 1 - 5 min. campus daily
WDBS	News Directors Local + National...	Done by announcers. Ann. prepares his own show	United Press and College News Service	7 - 5 min. daily 5 - headlines daily 2 - roundups daily
WHRB	One Director for News Sports and Special Events - Under Station Manager	Staff news department	United Press and staff	7 - 5 min. daily 1 - 5 min. campus daily 1 - commentary daily
WPRU	News Director	Staff news department	United Press and staff, plus University releases	9 - 5 min. daily 2 - 5 min. Sunday 1- 15 min. daily
WVBR	No department as such.	By announcers	United Press	6-8 - 5 min. daily
WYNC		Staff news department	United Press and staff	several 5 - min. daily 1 - 10 min. campus daily
WXPN	News and Special Events Director under Program Director	Staff news department	United Press, staff and Univ. News Bureau plus Campus daily	5 - 5 min. daily 2 - 5 min. campus daily 1 -15 min. roundup daily 2 -15 min. commentary weekly

GENERAL NOTES AND COMMENTS ON NEWS OPERATIONS

All stations through a network contract make use of United Press wire service.

Two stations (WPRU and WHRB) hold periodical news conferences with school officials. This is an ideal way of creating and maintaining good relations and obtaining first-hand information. Obviously other stations may be unable to make similar arrangements, however it appears advisable that inquiries along this line be made.

One station (WBRU) indicated that it allocates three minutes of each 5 minute newscast to world news (United Press) 1 minute to campus news, and the remainder to the weather forecast and baseball scores. Other stations probably follow a similar procedure, but if not, it might be worth considering.

Two stations (WHRB and WXPN) have indicated that they make use of faculty experts for news commentary programs. In addition, WXPN presents a weekly commentary show presenting editorials and the lighter side of the news, as prepared and produced by a member of the staff of the local CBS affiliate.

One station (WPRU) has United Nations Press Accreditation, which it considers worth-while.

In general, most stations indicate that news is one of their highly sponsorable type of program.

SPORTS DEPARTMENT OPERATIONS - THE IVY NETWORK

STATION	POSITION IN STATION STRUCTURE	PREPARATION AND SOURCE	FREQUENCY AND LENGTH OF DAILY BROADCASTS	COVERAGE OF SPORTING EVENTS
WERU	Sports Director under Program Department	United Press and staff	1 - 10 minute 1 - 5 minute	all home and away football and hockey -- home baseball and basketball, important away games
WDBS	Sports director under Program Director	United Press and College News Service	1 - 15 minute plus additional 15 minute Mondays	all home and away football -- home basketball, baseball, and hockey - important away games
WHRB	One director for News, Sports, and Special Events under Station Manager	United Press and staff	1 - 5 minute 1 -10 minute	NO football (see note) all home basketball, important away games -- home baseball
WPRU	Sports Director	Done by announcers..	1 - 5 minute (2 sponsors) 1 - 5 minute (1 sponsor) 1 - 15 minute Sunday	all home and away football -- all home basketball and most baseball -- away league basketball -- occasional away baseball -- Childs Cup (crew)
WVBR	Sports Director under Program Department	Staff producers	1 - 5 minute 1 -10 minute 1 - 2 minute	NO football (see note) all home and away basketball -- all home baseball
W YBC	Sports Department	United Press and staff	1 - 15 minute 1 - 5 minute 1 - 30 minute weekly	all home and away football -- all home and some away baseball, basketball, and hockey
WXPN	Sports Director under Program Director	United Press, staff University Sports Publicity Dep't.	1 - 15 minute 1 - 5 minute	all home and away football-- home baseball and basketball -- most away basketball -- Penn Relay Carnival -- Inquirer Pro Tennis Matches

GENERAL NOTES AND COMMENTS ON SPORTS OPERATIONS

Three stations (WHRB, WVBR, and WXPN) have noted competition by local radio or television outlets, for football. As a result, WHRB and WVBR are unable to provide coverage of football. In the case of WXPN, there is competing coverage, (AM and TV) but no one has exclusive rights.

One station (WPRU) indicates that it presents two unusual sports programs each year. Annually it broadcasts the Princeton - Yale football game which, in addition to being carried locally, is transmitted to 25 alumni clubs scattered throughout the country . These alumni clubs pay line charges for this service. Secondly, in its annual coverage of the Childs Cup Regatta, it employs unique dewices. These include walkie-talkies, jeeps, etc.

One station (WXPN) mentions that the sports editor of the campus daily, who is also a staff member of the Philadelphia Inquirer and the Associated Press, contributes a weekly program of commentary and interviews.

Although every station did not mention it, it is assumed that use is made of United Press wire service.

Again, although it was not mentioned by everyone, interviews with prominent campus sports figures are considered a valuable addition to many sports programs.

One station (WYBC) indicates that on occasions it provides simultaneous coverage of sporting events. This is accomplished by assigning broadcast crews to both events, and having the Sports Director monitor both, and present the important segments of each.

One station (WYBC) occasionally does simultaneous radio - TV broadcasts.

A general practice employed from time to time by the various stations is the picking-up of the broadcast of another station of the network. This is to be encouraged in cases where lack of funds, or scholastic obligations make it impossible or impractical for a crew to travel to the event.

CONTINUITY OPERATION — THE IVY NETWORK

STATION	POSITION IN STATION STRUCTURE	TRAINING	PROCEDURE FOR SCRIPT AND SUSTAINING	PROCEDURE FOR COMMERCIALS
WBRU	Separate Traffic and Continuity Departments	Heeling + Chm. Program Dept.	Prepared by Assistant Program Manager	Prepared by advertising department or account executive
WDBS	Traffic dept c/o log.	Heeling procedure.	Prepared by Cont. Dept	
WHRB	Traffic Dep't coordinates Advertising, Program, and Business under Business	Heeling comp.	Produced + scripted by producers.	Sales to Traffic to Copy to Traffic, which prepares studio copy books for each day.
W PRU	No traffic No cont. Advertising Dept.	use of hand-book and instructions	Script Dept....	
WVER	Continuity Department	Lectures, practice copy and program	generally by producer	Sales to Continuity, which sees sponsor - writes copy- approved by sponsor - to Traffic- which includes copy in studio "day" book.
WYBC	Continuity Director coordinates Business and Program	practice and criticism by staff Heeling		writes copy and places in studio copy books.
WXPN	Separate Traffic and Commercial Copy Departments Traffic under Program - Copy under Business	Heeling program	by producer or assistants; Sustaining plugs by Traffic Department	Sales to Copy to Program Director to Traffic which makes up daily copy books for studios.

GENERAL NOTES AND COMMENTS ON CONTINUITY OPERATIONS

Several stations have sent copies of the various forms they utilize. These are available for perusal from WXPN, or additional copies may undoubtedly be obtained by writing to the station(s) in question.

With the current discussion of proposed FCC rulings that would effect our stations, it might be advisable for all stations to adopt the procedure now employed by only one or two - namely, posting a master log, which each announcer and engineer initials. This also facilitates the preparation of monthly affidavits.

It might be noted that many of the stations do not have a "continuity" department as such. The functions normally assigned that department are handled by other units within the station.